

**MANSFIELD DOWNTOWN PARTNERSHIP
MEMBERSHIP DEVELOPMENT COMMITTEE MEETING
Mansfield Downtown Partnership Offices
September 21, 2009
8 AM**

MINUTES

Present: Frank McNabb (Chair), Dennis Heffley, Steve Rhodes

Staff: Cynthia van Zelm

1. Call to Order

Frank McNabb called the meeting to order at 8:05 am.

2. Approval of Minutes

The Committee did not approve the May 2009 minutes pending determining from the Mansfield Town Clerk the process to approve Committee minutes when the Committee composition has changed substantially (*done/new Committee members can approve prior minutes*).

3. Membership List Update/Oct. Drive

Cynthia van Zelm said that there were 383 members at the end of the fiscal year which resulted in \$22,460. The budget for memberships is \$18,000. She passed out copies of the current membership list and those who had not renewed in the last fiscal year.

Ms. van Zelm said the membership renewal campaign is typically done in the fall. She said she will bring a draft cover letter from Board President Philip Lodewick to the Committee for its review.

4. Outreach Update

Ms. van Zelm reviewed the outreach efforts that the Committee has made in the past with the University and the Town. She said there can be overlap with promotional efforts with the Partnership's Advertising and Promotion Committee. She shared the communications plan with the Committee and noted some of the efforts that the Partnership undertakes on a regular basis.

5. Other Outreach Possibilities

The Committee spent most of the meeting brainstorming additional outreach. The Committee agreed that more direct contact with the current membership is

warranted. Mr. McNabb expressed that some people do not have computers and that it is important to get information to them outside the two or three publications at year. Steve Rhodes said that putting an actual piece of paper in people's hands is important as people are inundated with e-mails.

The Committee agreed to follow-up as noted:

All:

- Bring ten new names to the Committee for possible Partnership membership (review current membership list). Ask the Board of Directors to do the same at its October meeting.
- Bring suggestions of new Committee members
- Review areas where membership would be advantageous and prioritize (organizations, clubs, businesses, print media, other towns, state government, etc. (see below))

Mr. Heffley:

- Will check into the student Economic Society organization to see if they want to get involved in the Partnership.
- Will talk to Steven Lanza with CT Economy/could they do an economic impact study of Storrs Center as a project?

Mr. McNabb:

- Will talk to the Windham Hospital about membership (of staff)
- Will talk to President of ECSU

Mr. Rhodes:

- Look into updates on the new UConn e-mail blasts. Determine if soliciting for membership for the Partnership is appropriate.
- Check outreach opportunities through the Alumni Association, the Department of Athletics, other
- Involvement of UConn senior administration and Board of Trustees, etc.
- Bring list of UConn student organizations that could join as a group because there are linkages with the Partnership's mission
- See below re: UConn CLAS staff meetings

Ms. van Zelm:

- Will bring Mansfield Business List to review for memberships
- Talk to Rep. Merrill re: legislator members
- Contact Dean Teitelbaum (CLAS) re: speaking at this staff meeting (Mr. Rhodes to check on process first)

The Committee also reviewed the membership form. Mr. McNabb thought it needed to be more clear what the benefits are for \$15 membership. Ms. van Zelm said the membership brochure and form had only been updated last year and she would suggest making changes on the next iteration as so many have been printed. Mr. McNabb suggested also changing this when form is printed in our publications such as the newsletter. Ms. van Zelm said she thought the benefits could also be noted in a cover letter to potential members for the interim.

Mr. Rhodes suggested that the Storrs Center logo be included as a decal in membership solicitation. Ms. van Zelm will talk to the marketing folks at LeylandAlliance. Mr. Rhodes said that the University has contacts for “decal-makers.”

Other – Regular Meeting Dates/Next Meeting

Committee members agreed that an 8 am meeting works well. The next meeting will be September 28 at 8 am at the Partnership office to follow-up from this meeting to prioritize outreach efforts.

6. Adjourn

The meeting adjourned at 9:10 am.

Minutes taken by Cynthia van Zelm.